

Mishicot Main Street assessed

Downhome character gets high marks

BY TARA MEISSNER

Herald Times Reporter

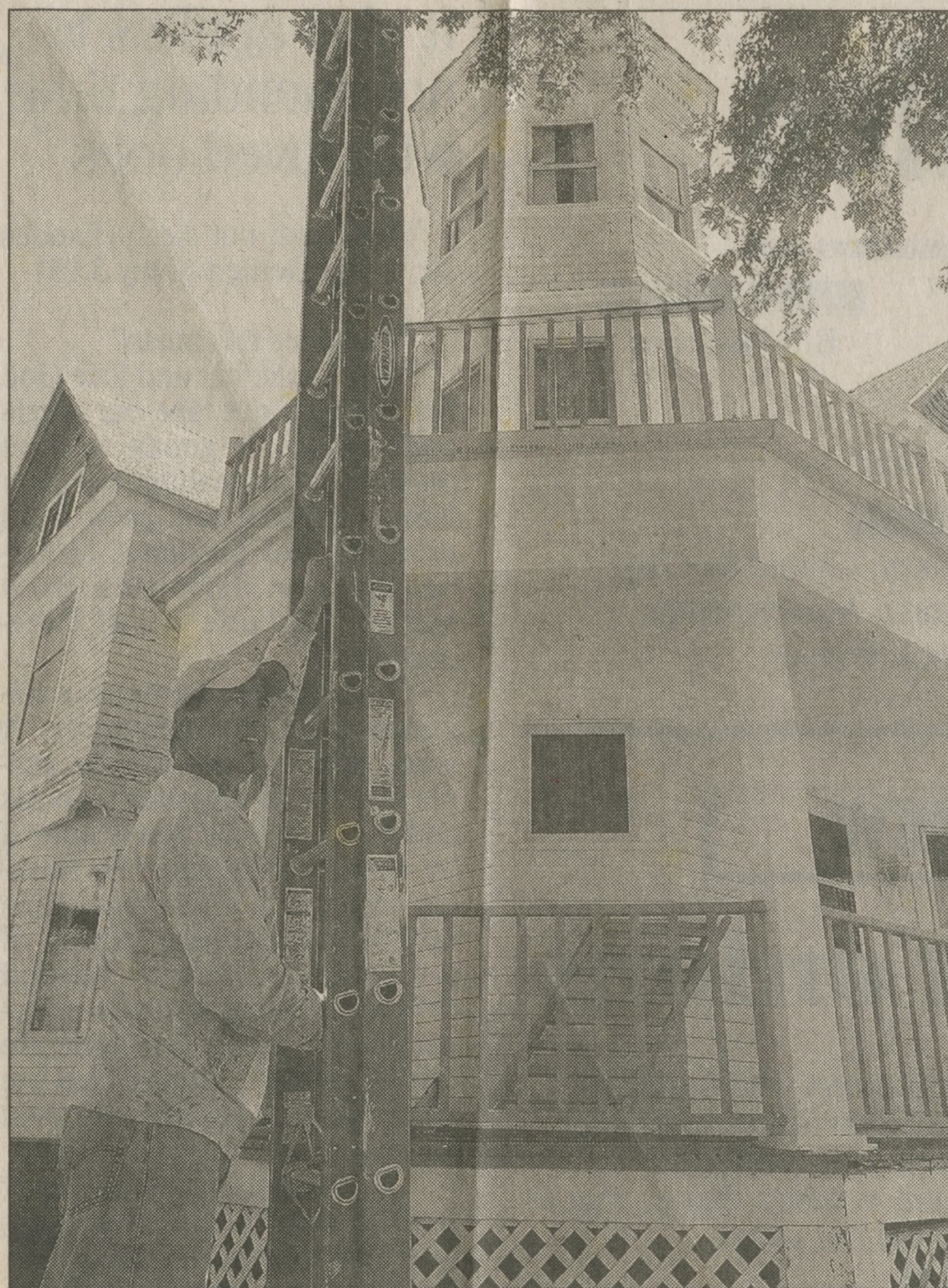
MISHICOT — Representatives from the Wisconsin Main Street Program assessed Mishicot's program this week, identifying the community's strengths and making some recommendations.

Overwhelmingly, they reported the village's downhome character with historic charm and faithful residents is an asset, but the need for volunteer recruitment is critical for the program's success.

A resource team — consisting of Sheri Staurt from the National Main Street Center, Todd Barman and Joe Lawniczak from the Wisconsin Department of Commerce and Sandra Teichow, a former Main Street Manager — interviewed community leaders to gather data about the village located in northern Manitowoc County.

Stuart said many residents told her they liked things the way they were and didn't see the need for anything in Mishicot to change.

"Change is happening day-by-day in your community," Stuart said. "Through Main Street, you can control the changes."



Bob Ventre/HTR

Mishicot received high marks for its historic charm. Several classic homes, including this one on Elizabeth Street, populate the village.

Mishicot was named a Main Street Community in September 2001. The national program

combines public and private resources and divides community goals into four components: or-

Main Street Program

The Wisconsin Main Street Program is a comprehensive revitalization program designed to promote the historic and economic redevelopment of traditional business districts in Wisconsin. The program was established in 1987 to encourage and support the revitalization of downtowns in Wisconsin communities. Each year, the state Department of Commerce selects communities to join the program.

Source: Department of Commerce

ganization, design, promotion and economic restructuring.

The team suggested hosting a hospitality training session and creating a business directory to spread the word about Mishicot's businesses.

They also suggested beginning the River Walk along the West Twin River so residents and visitors notice the revitalization of the community.

The team recommends these changes happening before July 7, when thousands of visitors travel to Mishicot for the National Golf Association Professional Men's Tour, being held at Fox Hills Resort.

Tara Meissner: (920) 686-2137 or TMeissner@smgpo.gannett.com.